

“Introduction to the Credentialing Process”

Slide 1 - Welcome and Introductions

Slide 2 - Objectives

- Overview of ICF
- Benefits of an ICF Credential
- The Three Credentials
- Becoming a Credentialed Coach
- The Credentialing Calendar

Slide 3 - What is ICF known for?

- ICF is the leader in developing a definition and philosophy of coaching, as well as establishing a set of ethical standards that ICF members pledge to uphold
- ICF provides a platform for coaches from all over the world to network, develop and share best practices, while helping to shape the future of the profession.
- **ICF sets the standard for professional coaches through its credentialing program.**

Slide 4 -Why an ICF Credential?

- Research indicates that the current world marketplace is confused about the coaching profession.
- Without a clear standard the marketplace will remain confused, and where there is confusion, coaching as a profession loses.
- By creating a credentialed member body, the ICF creates a “brand” which can be clearly marketed—thus generating understanding, trust, respect and greater demand for coaching services.

Slide 5 - Why an ICF Credential?

- Over 2,000 coaches hold ICF credentials (*this will be updated at least twice every year*)
- First Cycle of 2006—almost 600 applications in comparison to 480 in all of 2005
- Anticipated further growth and strategic direction
- The ICF Credentials are both training and experience-based. All credentials require hours of coach-specific training and coaching experience and a demonstration of skills.
- Independent process

Think of the importance for you or your clients by having an ICF credential.

Slide 6 - Benefits of an ICF Credential

The below are responses the ICF received in a survey to credentialed coaches on the benefits of an ICF credential.

Demonstrates:

- high professional standards
- strong code of ethics
- high knowledge and skill level

Enhances:

- credibility
- reassures potential clients of experience/professional coach

Brings personal satisfaction:

- in achieving a career goal
- in gaining a credential from the internationally recognized coaching association

Reinforces:

- integrity of the coaching profession locally and globally

Slide 7 - Three ICF Credentials

There are three different ICF Credentials:

- Associate Certified Coach (ACC)
- Professional Certified Coach (PCC)
- Master Certified Coach (MCC)

Slide 8 - Becoming a Credentialed Coach

This slide is a visual of the credentialing process.

- *First, a coach must meet the minimum technical requirements for the credential which are Coach Specific Training, Client Coaching Hours, and Letters of Reference.*
- *Second the coach makes a decision to apply for the credential*
- *Third, the review and exam process which will be explained further later in this presentation.*
- *Final, awarding of the credential.*

Slide 9 - 2006 Credential Minimum Technical Requirements

Let's review the technical requirements for each credential.

Associate Certified Coach (ACC):

- minimum of 60 hours coach-specific training
- minimum 100 hours client coaching
(up to 25% pro bono client work)
- 2 coach reference letters

Professional Certified Coach (PCC):

- minimum 125 hours coach-specific training
- minimum 750 hours client coaching (up to 10% pro bono)
- 2 coach reference letters

Master Certified Coach (MCC):

- minimum 200 hours coach-specific training
- minimum 2,500 hours client coaching (up to 10% pro bono)
- 3 coach reference letters

Slide 10 - Application Process

Applications for a credential can be found on the ICF Web site. www.coachfederation.org

We will define each of the core requirements for the credential applications to include:

- Documentation of Coach Specific Training
- Documentation of Client Coaching Experience
- Letters of Reference
- Mentor Coaching* (*PCC and MCC Portfolio applicants*)
- Submission of Client Coaching Session* (*PCC and MCC Portfolio applicants*)

Slide 11 Application Requirements—Coach Specific Training

Coach Specific Training is defined as...

Coach Specific Training

- Direct interaction with trainer which is defined as
 - Voice to voice
 - In person
 - *Not including cyber courses, mail order courses or self-study*
- Includes all the ICF Core Competencies
- Specifically,
 - *Marketed as teaching coaching skills*
 - *Teaches coaching skills*
 - *Teaches how to apply technical skills in a coach-like manner*
 - *Teaches coaching skills in accordance with the ICF Core Competencies*
- Programs From an **ACTP** (an ICF- **A**ccredited **C**oach **T**raining **P**rogram)

(If you are a graduate of an ACTP program, you must have completed all the program's requirements, including passing the program's comprehensive exam process which includes observation and judging of your coaching.)

- Programs From an **ACSTH** (**A**pproved **C**oach **S**pecific **T**raining **H**ours)

Please refer to the application for instructions on how to submit your Coach-Specific Training.

Slide 12 Application Requirements—Client Coaching Hours

Client Coaching Hours are defined as...

- 60 minutes of actual coaching with someone who has hired you as a coach and not in any other capacity
- Paid hours shall be any hours for which any kind of amount of compensation, including barter, is received
- Pro-bono hours only 25% of the minimum hours needed to qualify for the Credential can be Pro bono hours including the complimentary sessions.

Your Coaching Log may include any of the following:

- Coaching of individuals
- Coaching of groups (no more than 15 participants)
- Coaching internally for an organization or paid by a third party

Slide 13 Application Requirements—Mentor/Reference Coach

- *All applicants are required to submit Reference Letters. Coaches applying for the PCC and MCC using the Portfolio (Coaches who complete the required number of coach-specific training hours from: an Accredited Coach Specific Training Hours program or from Non-Accredited Programs) application have an additional Mentor Coaching requirement.*

These are the specific requirements for the mentor and reference coach.

Mentor/Reference Coach Requirements

- For applicants living in the U.S and Canada
Coach currently must hold a PCC or MCC

- For applicants living outside the U.S. or Canada
 - Coach currently holds a PCC or MCC
 - Coach is actively involved with an ICF Chapter
 - Coach is actively involved in another coaching association that holds similar definitions of coaching
 - If not ICF credentialed: detail qualifications

Slide 14 Application Requirements—Letters of Reference

Reminder:

For ACC and PCC applicants, two (2) letters of reference are required.

For MCC applicants, three (3) letters of reference are required

Letters of Reference must....

- Be Dated within 12 months of the application date
- Clearly state the coach's support
- Coach has observed or heard coaching
- State the writer has heard or observed the applicant's coaching
- Recommendation for application type *(The letter must contain a statement by the coach that they believe you coach at the specific credential and therefore are recommending the applicant for that specific credential.)*
- On the Reference's letterhead or e-mail address

Letters must accompany the application.

Slide 15 Application Requirements—Mentor Coaching

Reminder... PCC and MCC Portfolio applicants have Mentor Coaching as a requirement.

What is Mentor Coaching

- 10 hours over three (3) months
- With a qualified coach
- Group coaching (up to 7 hours)

Definition: *For the purposes of credentialing, mentor coaching means an applicant being coached on their coaching skills rather than coaching on practice building, life balance or other topics.*

This requirement is intended to help applicants prepare for the participation in the ICF Portfolio Exam.

Slide 16 Which Application Type?

Please Refer to Table for Individual Credentialing at: www.coachfederation.org

(hand-out)

ACTP Applications

- Coaches who complete a full Accredited Coach Training Program (ACTP)

Portfolio Applications

- Coaches who complete the required number of coach-specific training hours from: an Accredited Coach Specific Training Hours program or from Non-Accredited Programs

Slide 17 Exam Process

ACTP Applicants

- (Already) Fulfilled the exam requirement upon completion of certification exam at the Accredited Coach Training Program (ACTP)

ACC Portfolio

- Live Exam
- *After the application has been completely processed and reviewed, the ICF Office will contact the applicant about scheduling the Live Exam.*

- *The Exam is a One-part oral demonstration of coaching skills administered on a bridge line.*
- *During the exam, applicants meet with a trained ICF Assessor.*
- *Applicants coach the assessor on a real issue for about 20-30 minutes*
- *Applicants are evaluated on their knowledge of the ICF Core Competencies and their ability to apply the Core Competencies in their coaching.*

PCC/MCC Portfolio

Applicants participate in a three-part exam process.

Live Exam

- *During the exam, applicants meet with two trained ICF Assessor.*
- *Applicants coach one of the assessors on a real issue for about 20-30 minutes while being observed by the other assessor*
- *Applicants are evaluated on their knowledge of the ICF Core Competencies and their ability to apply the Core Competencies in their coaching.*

Written Exam

- *Completion of a written exam consisting of short answer questions and three case studies. Applicants will have 48 hours to complete the exam.*

Client Session Evaluation

- *Applicants will submit a recorded coaching session with their application*
- *The session length should reflect an average length of a normal coaching session.*

Slide 18 Length of Process

The Application Review process:

- *Ninety (90) days after the close of the submission cycle Applicants will be notified up to 90 days after the close of the submission cycle. EXAMPLE In 2006, the submission cycles close on March 31, 2006 and September 30, 2006.*
- *Applications are reviewed in order of receipt*
- *Communication*
 - *Applicants will receive three general messages through the credentialing session*
 - *Applicants will receive a confirmation e-mail upon receipt of application*
 - *Applicants will receive an e-mail notification of the awarding of the credential*
 - *Letters will be mailed for any denials*
 - *Certificates will be sent by mail*

If you do not hear from the ICF Office within a month after you submitted your application, please contact the office. If you submitted a paper application it may not have reached the ICF Office.

Please contact the Office with questions +1-859-219-3580

Slide 19 The Credentialing Calendar

ACC Applicants Using an ACTP Application

- *Year round submittal*
- *Currently, the ACC ACTP may be submitted online during July-September 30, 2006 and after September 30th paper applications will be accepted.*

For All Other Applicants

- *PCC or MCC applicants eligible to use the ACTP Application*
- *All Portfolio applicants*

The following are the dates of application acceptance throughout the year (subject to change).

1 January – 31 March of each year

Or

1 July – 30 September of each year

Please note...Applications will be reviewed in the order in which they are received

Slide 20 Renewal of ICF Credential

ACC Credential

- Valid for four years
- Non-renewable

PCC or MCC Credential

- Valid for the three-year period following the initial certification or latest renewal
- Renewed by December 31 of the year the credential expires

Renewal requirements can be found at www.coachfederation.org

Slide 21 FAQ

What are the Application Fees for the ICF Credential?

(All prices are in U.S. Dollars)

- ACC ACTP Application - \$100 (members) / \$300 (non-members)

ACC Portfolio Application - \$225 (members) / \$425 (non-members)
+ \$75 exam fee

- PCC or MCC ACTP Application - \$300 (members) / \$500 (non-members)

PCC or MCC Portfolio Application - \$425 (members)/ \$625 (non-members)
+ \$150 exam fee

Slide 22 FAQ

Do I Have to Be an ICF Member in Order to Be Eligible for an ICF Credential?

No! The credentialing process is designed to support the coaching profession as a whole. To that end, both ICF members and non-members can apply for and receive a credential if they meet the requirements.

However, ICF members do receive a discount on the application fee for a credential. *In addition, ICF Members who are credentialed receive the Coach Referral Service free as a member benefit.*

Slide 23 FAQ

How can I find out more?

- Visit the ICF Web site: www.coachfederation.org
- Credentialing Teleforums

The ICF offers several different types of teleforums.

1. *For coaches interested in becoming credentialed in the all three categories of credential-- ACC, PCC or MCC*
 2. *For coaches who are a current applicant to further explain the Exam Process*
 3. *For coaches whose credential will expire in that year to review the requirements for renewal.*
- For an updated list of credentialing teleforums, please visit the ICF Web site*

Slide 24 Contact Information

International Coach Federation

credential@coachfederation.org

+1-859-219-3580 1-888-423-3131